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Application/Control Number: 10/828,640	**Art Unit:** 2168
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Comments:

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Claim 1. (Currently amended) A method of providing directed search for a web site address advertised on an outdoor billboard, the method comprising:

        creating a database containing ~~one or more~~ web site identifiers input by an advertiser associated with the advertisement of the web site address on the outdoor billboard;

        ~~permitting a user to search the database by~~ inputting at least ~~one~~ two of the web site identifiers by a user to search the database; and

        providing to the user a search response including one or more advertised web site addresses ~~advertised on the outdoor billboard~~ that correspond to the input at least two of the web site identifiers,

        wherein the ~~one or more~~ input at least two web site identifiers include at least ~~one~~ two members of the group consisting of:

        an estimated location where the user saw the advertisement of the web site address on the outdoor billboard;

        a time of day or date or dates when the user saw the advertisement of the web site address on the outdoor billboard; and

        a product or service associated with the web site address advertised on the outdoor billboard.

Claim 2.   (Currently amended) The method of claim 1, wherein the search response further includes information related to ~~a~~ one or more web sites associated with the one or more advertised web site addresses ~~advertised the outdoor billboard~~.

Claim 3.   (Currently amended) The method of claim 1, wherein ~~the one or more web site identifiers further include at least one member of~~ the group further ~~consisting~~ consists of:

        a subject matter of interest associated with the web site address advertised on the outdoor billboard; and

the name of a host, celebrity or personality associated with the advertisement of the web site address on the outdoor billboard.

Claim 4.   (Currently amended) The method of claim 1, wherein the <u>estimated</u> location where the user saw the advertisement of the web site address on the outdoor billboard is defined by one or more members of the group consisting of:
    the name of a highway;
    the name of a highway exit;
    the name of a street;
    the name of a building; and
    the name of a place of interest.

Claim 5. (Previously presented) The method of claim 1, wherein the database is password protected.

Claim 6. (Currently amended) A method for creating <u>and searching</u> a ~~directed search~~ database of web site <u>addresses</u> advertised on an outdoor billboard, comprising:
    providing each of a plurality of information providers access to a secured portion of the database;
    providing each information provider one or more identifier categories;
    allowing each information provider to store in the secured portion of the database one or more <u>web site</u> identifiers associated with a web site <u>address</u> advertised on the outdoor billboard, each <u>web site</u> identifier corresponding to an identifier category; and
    creating a search query with the one or more identifier categories,
    ~~wherein the one or more web site identifiers include at least one member of the group consisting of:~~
    ~~an estimated location where the user saw the advertisement of the web site address on the outdoor billboard;~~
    ~~a time of day or date or dates when the user saw the advertisement of the web site address on the outdoor billboard; and~~
    ~~a product or service associated with the web site address advertised on the outdoor billboard, and~~

wherein a user searches the database by inputting at least ~~one~~ two web site identifier~~s~~ in the created search query, and

providing a search result to the user including at least one web site associated with the input at least two web site identifier~~s~~ ~~is provided when the search query is executed.~~,

wherein the input at least two web site identifiers include at least two members of the group consisting of:

an estimated location where the user saw the advertisement of the web site address on the outdoor billboard;

a time of day or date or dates when the user saw the advertisement of the web site address on the outdoor billboard; and

a product or service associated with the web site address advertised on the outdoor billboard.

Claim 7. (Previously presented) The method of claim 6, wherein the secured portion of the database is protected by password.

Claim 8. (Previously presented) The method of claim 6, further comprising allowing each information provider to store in the secured portion of the database non-identifier information relating to the web site.

Claim 9. (Currently amended) The method of claim 6, wherein ~~the one or more identifiers further include at least one member of~~ the group further ~~consisting~~ consists of:

a subject matter of interest associated with the web site address advertised on the billboard; and

the name of a host, celebrity or personality associated with the advertisement of the web site address on the outdoor billboard.